

Special Note: The following are minutes that summarize the Business Development Advisory Council meeting held on June 10, 2015, and not a transcript of the meeting.

## **MINUTES**

### **BUSINESS DEVELOPMENT ADVISORY COUNCIL WEDNESDAY, October 14, 2015 9:00 A.M.**

**CLARK COUNTY GOVERNMENT CENTER  
500 S. GRAND CENTRAL PKWY  
4<sup>TH</sup> FLOOR, GOLD ROOM  
LAS VEGAS, NEVADA 89155**

#### **Members Present:**

Jane Lee, Jadon Foods - Chair  
Amy Shaw, McCarran International Airport  
Jill Klies, J & M Shooting Solutions  
Leonard Hamilton, Business Consultant  
Marcus Offutt, Business Growth & Development Services (**attended via teleconference**)  
Vershaun Ragland, M.B.D.A. Business Center of Las Vegas (**attended via teleconference**)  
Jo Cato, Periwinkle Media Group

#### **Members Absent**

Rich Lyles, Governor's Office of Economic Development (GOED)  
Mae Worthey, Nevada Department of Employment

#### **Clark County Staff**

Adleen Stidhum, Clark County Purchasing and Contracts  
Trudy Harper, Clark County Purchasing and Contracts

#### **Legal Counsel:**

Catherine Jorgenson, Clark County District Attorney's Office

#### **Guests:**

Christine Footit, Internal Revenue Service (**attended via teleconference**)  
Jill Lagan, Boulder City Chamber of Commerce  
Lynne Taylor-Bullock, Procurement Technical Assistance Center (PTAC)

**I. Call to Order**

**Jane Lee** called the meeting to order on Wednesday, October 14, 2015, at 9:13 a.m.

**II. Opening Ceremonies**

Silent invocation was conducted followed by the Pledge of Allegiance.

**III. Certification of Compliance with the Nevada Open Meeting Law**

It was announced that the meeting was being held in compliance with the Nevada Open Meeting Law. The meeting was properly posted at the appropriate locations as listed at the bottom of the agenda.

**IV. Introductions**

The members and guests introduced themselves. New member Jo Cato of Periwinkle Media Group was sworn in by the Clerk's Office.

**V. Public comments**

There were no public comments.

**VI. Approval of Minutes**

The minutes of the meeting held on August 12, 2015 were unanimously approved including revisions to page 2 of 4, Advocacy section of Item VIII. *Vershaun attended the 2016 Minority Business Development Agency (MBDA) National Training Conference in New Orleans. Vershaun had the opportunity to express the mission of BDAC.* Leonard Hamilton moved to approve the minutes with the revisions; Jill Klies seconds the motion.

**VII. Review the Purchasing statistics**

Jane commented that there are several areas that show advancement. The column to the far right showing the percentage increase is showing significant improvements to ESBs, VET and MBEs. Jane expressed there is always room for improvement. One way we can help small businesses is to ensure they are aware when bidding opportunities are available. Reach out to your network and inform suppliers about NGEM. (Flyers were shared with members to distribute to their network). Jane asked Adleen how BDAC Members could assist in informing suppliers.

Adleen explained that having literature available, speaking at luncheons, meetings and ensuring small business are aware of NGEM and encouraging them to register. They only need to register one time, which will register them with all ten agencies. There are several more agencies joining and are in the infancy stage such as City of Henderson, North Las Vegas and Southern Nevada Library District. Adleen continues to make herself available, as well as Purchasing staff. Contact Adleen if your organization has monthly luncheons, meetings or annual events that would allow Purchasing staff to speak and not impede on your processes. Some organizations do not allow for you to speak so the information is set up on a table and the organization will announce that the information is available.

Jane asked BDAC Members if there are any activities that they will be attending that would be a good foray to provide some additional information about NGEM to the attendees.

Amy attended the GLCC and provided information about NGEM. There were three businesses that had not heard about NGEM. She will also provide information at the upcoming PTAC Workshop and the AGC Workshop.

Adleen said that information was provided at a presentation at UNLV yesterday. All NGEM enterprises are striving to provide this information to as many businesses as possible and have them register in the NGEM system. The big push since July has been to get businesses registered. The biggest complaint from businesses is that they have to go to ten different places to register. Some organizations do not maintain a supplier registration database, i.e. LVMPD. They are also looking to join NGEM. For Clark County minority statistics, we are seeing growth. Now that ESBs are becoming certified, we are seeing more participation in the bidding and quoting process. It takes time to get the word out and the businesses are trying to understand the benefit to their business. We make sure that is vocalized through PTAC and GOED.

Jane said Clark County does a great job reaching out to the new ESBs and welcoming them and so does the City of Las Vegas (COLV).

Adleen said the great thing about NGEM is that businesses can select all that applies to them in terms of their designations, even certified DBEs. Previously, we did not have that capability. We are currently testing how the system will allow us to extract this information. Jane asked when the County anticipates going live. Adleen said that we are still in the beginning stages and doing internal testing. We provided a demonstration of the system to our DA's Office and Clerk's Office. We have to ensure we are not violating any laws that have a relationship with the Clerk's Office opening the Bids. The law does not allow us to go exclusively to online bidding. We have to maintain the dual-process in the event businesses do walk up with a 'hard bid'. We want to make sure staff is trained and everything within the system works properly so when a business calls, any staff from Purchasing can assist them. We should have a small Bid coming out in the next 30 days. When you go to the NGEM website ([www.ngemnvt.com](http://www.ngemnvt.com)), you can click on 'current opportunities' and it will show opportunities for all agencies. LVVWD has two and the COLV has one listed and have been aggressively working on NGEM.

Jane said that the Commission on Minority Affairs would like to help promote NGEM and the Commission will be reaching out to Adleen to find the best way to do so. They can hold Town Hall meetings for those businesses that cannot get away.

Jane said this is an evolutionary process and as we get more involved with NGEM we will be able to pull different statistics and drill down into more detail to better understand why some businesses are growing and some are not in certain areas. As we talk more with small businesses, we can teach them how to use NGEM as a tool because businesses that are too small to become a Prime on a contract could become a Tier 2 or Tier 3 supplier.

Adleen added that statistics can fluctuate sometimes depending on what the need is now. The need may not have been there in 2014 where the need is there now in 2015 and happened to capture those businesses in that category. Many of our contracts are longer term in years and may have expired at that time and now we have new ones. Budgets are being revamped for 2016. We may see Departments reaching out for something that was introduced to them by a business that they didn't have the budget to do last year and departments are working with that business and their product and may be able to procure it in 2016. We have to keep up with what is expiring, what is new and what is going to be long term.

**VIII. Discuss McCarran's Disparity Study**

Amy said that the hearing is in Reno on Wednesday, October 21, 2015 at 8:30 a.m. and 5:30 p.m. The hearing in Southern Nevada is at the RTC building, Room 108 on Thursday, October 22, 2015 at 8:00 a.m. and 5:00 p.m. We are hoping that the contractors and other companies that respond to contracting opportunities will be in attendance. We have organizations like NAMC helping to get the word out and will hopefully be well attended. The information that we gather from the hearing will determine the availability of firms. We base our goals on their availability, so the more firms that are out there the greater the chance we can set higher goals. The other part of the study is any barriers that companies face. It may be something within our processes that we don't know is creating that barrier. It is important to provide that testimony. There may be a Court Recorder present so they can memorialize legally the testimonies. We have to follow the Federal Regulations for that.

**IX. Appoint a new chairperson to serve on the Marketing and Public Relations subcommittee**

Jane asked for nominations. Leonard nominated Jo Cato; Amy seconds the motion. Jo Cato accepted the position of Chairperson. Present members voted in favor.

Jane said the former Chairperson of this subcommittee, Miranda Richardson, is available to meet with the newly elected Chairperson of subcommittee, Jo Cato, to show how the newsletter was created, the formats, how to access forms, contact for Clark County, etc. We will also get the procedures in writing for our protocol. Jane will coordinate the meeting with Jo and Miranda.

**X. Subcommittee reports**

- a. Legislative Committee – Leonard did not have State Legislation to report. Nationally, the sequestration that is in affect and being talked about. Changes will not happen until we have a new president or more people in Congress.
- b. Marketing and Public Relations – No report for this meeting.
- c. Advocacy – Vershaun attended several events and had the opportunity while introducing herself as being a member of BDAC. In meeting several people, she met an individual by the name of Joey Meyers with Peak No More. He is a graduate of BOWD. She met several other graduates of BOWD and one was Dawn Reisner with American National Company. Vershaun attended the CTOBC and spoke with several people. She spoke at the Strategies of Business Acquisitions & Mergers on September 23<sup>rd</sup> and spoke to approximately 25 people about attending the BOWD to help their business progress with obtaining contracts with local government agencies. On

September 29<sup>th</sup>, Vershaun attended and networked at the Asset Matters – Building Inclusive Economy for all Nevadans. She attended the NDOT Disparity Study on August 11<sup>th</sup>. MBDA had an Alternative Financing Debt Workshop at Clark County Government Center. Vershaun asked Adleen to speak at one of the MBDA Workshops to talk about the mission of BDAC. Several people that Vershaun spoke to were not aware of BDAC. She expressed that information is the key.

Jane would like to see the BDAC members become more active in the community informing them of BDAC's mission. Jane asked Vershaun to communicate with members to attend events and workshops if she is unable to attend.

Vershaun welcomed new member Jo Cato and congratulated her as new Chair of the Marketing and Public Relations Subcommittee.

- d. Speaker Bureau – No report for this meeting. Marcus scheduled a speaker for today's meeting, but was unable to attend. He is working on a Business Insurance topic for the next meeting. Marcus plans on attending some networking events and he suggested having something other than business cards to provide when speaking about BDAC. He said conversations can be brief at these events and information is not retained. Marcus asked Vershaun to provide him with information on upcoming events. Jill would also like to be included and will contact Vershaun after the meeting.

## **XI. Informational Items**

- a. Announcements – MBDA is having an Importing and Exporting Workshop at the Clark County Government Center in the Pueblo Room on October 29<sup>th</sup> from 2:00 p.m. to 4:00 p.m. and anyone that is interested in this topic is invited to attend. Christine Footit said when she attended the CTOBC, she met the Data Specialist from the U.S. Census Bureau and set up a workshop on their Data Tools. The workshop will be held on November 12<sup>th</sup> at Vegas PBS in the computer lab from 9:00 a.m. – 12:00 p.m. There will be 12 computers available or you can bring your laptop. If you are interested in attending, contact Christine Footit at [christine.a.footit@irs.gov](mailto:christine.a.footit@irs.gov). Jane announced that Monday, October 19<sup>th</sup> at 9:30 a.m. is the next meeting for the Commission on Minority Affairs at the Grant Sawyer Building on the 4<sup>th</sup> floor in the conference room of Business & Industry. Jane invited BDAC members to attend. RBDAC members are reaching out to BDAC members as well as the Commission on Minority Affairs because we all have similar missions and we are trying to create a strategic partnership and work together. Vershaun will be in San Diego for the National Minority Supplier Development Conference and will be spreading the word of BDAC's mission. Jill Lagan asked if Adleen could attend the Boulder City's Home-Based Entrepreneurs Expo on November 18<sup>th</sup> at 5:30 and will be at the Forge Social House, 533 California Avenue in Boulder City. That will be a great opportunity to talk about NGEM especially to the home-based businesses and smaller businesses. Contact Jill if you would like to attend at [jill@bouldercitychamber.com](mailto:jill@bouldercitychamber.com). Lynne Taylor-Bullock said PTAC continues to have free workshops. The next workshop is October 15<sup>th</sup> at the Cooperative Extension, 8050 Paradise Road and will begin at 1:00 p.m. Amy will be

there as well as Reno-Tahoe Airport. Amy will present on construction, Purchasing, DBE Program and an update on the Disparity Study. PTAC continues to work with their resource partners. They were at an event on Friday at CSN. They had a Supplier Inclusion Event that had an excellent turnout. Lynne said that the annual report for ESBs is on the GOED website at [www.diversitynevada.com](http://www.diversitynevada.com). Vershaun added that she was interviewed last month by Nevada Business Magazine and she mentioned BDAC and BOWD. She will be in this month's issue.

**XII. Identify emerging issues to be addressed at a future meeting**

Adleen said that the Vice-Chair vacancy should be addressed at the next meeting so we can have a full Council. Prepare an email to send to members explaining the duties of the Vice-Chair so they can decide if they would like to put their name in the pool. We also need to move forward between now and the next meeting with alternates. This will have to go before the Board of County Commissioners for their approval. We will resend an email out to members with an application for alternates to complete and return. The application is required for both members and alternates. This agenda item will most likely be on the December 15<sup>th</sup> BCC agenda or the 1<sup>st</sup> meeting in January 2016.

**XIII. Public Comments**

Adleen will be giving presentation for Clark County at the next 'Where's the Contract' PTAC Workshop on November 19<sup>th</sup> at the Cooperative Extension. Washoe County will also give a presentation on behalf of the Governor's Office. Jill Lagan referred to the Executive Summary of Minority Statistics and asked what the difference was between physically challenged and disabled business. Jill Klies said she would fall under both designations. Adleen said there are some companies that may not be certified physically challenged by the Federal ADA Act but have restrictions. None of the designations listed, with the exception of ESB, requires businesses to be certified. Clark County does not require businesses to be certified. Federal Programs require DBE certification. Some time ago we adopted the DBE designation but cannot find when it was added. A business can be physically challenged, although may not meet the Federal ADA guidelines. DBE was created in an effort to capture these businesses. Adleen suggested that maybe it is time for this body (BDAC) to take a look at the definitions of these designations that they created and add to the 'emerging issues to be addressed' for discussion at the next meeting.

**XIV. Next Meeting – Wednesday, December 9, 2015, 9:00 a.m.**  
4<sup>th</sup> Floor, Gold Room, at the Clark County Government Center

**XV. Adjournment**

The meeting was adjourned at 10:12 a.m.